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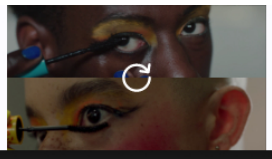

in: White Logos, Blue Logos, Scary Logos, and 10 more

Rankin Bass

5 | VIEW SOURCE

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Logos

1st logo: On a white background, there is a large blue border around the whole thing, making it resemble a TV monitor. A blue rectangle then appears like a door shutting and 2 circles appear, one blue and the other light blue. The light blue and blue text "**A ranKin bass PRODUCTION**" all stacked up, then appears next to the logo. The logo itself is suppose to represent an abstract "RB", with the "R" formed up with the darker colored parts and the "B" made up of all the shapes

Bylines

- "A Division of Tomorrow Entertainment"
- (Videocraft Copyright Notice)
- (Bylineless)

Variant

Some early appearances of this logo had the animation occurring without the TV monitor outline and with the ending of the show's theme playing over it. This can usually be seen on *The Little Drummer Boy* and *Frosty the Snowman*.

2nd logo: Just a dark background with the words "Rankin/Bass" in a script font superimposed onto it with the text "IN ASSOCIATION WITH".

3rd logo: The screen flashes three different shades of blue, with the effect that they're getting sucked inwards, into a rectangle at the left of the screen. Every time they go through a shade, that's the color the rectangle is until all three have been done and the screen is white. Then the circles appear to complete the stylized "R-B," except instead of just appearing they sort of "grow" in their places. To the right of the logo appear the words "A Rankin-Bass PRODUCTION" as usual. It looks like the first logo without the TV monitor.

Variants

- On earlier prints of *The Hobbit*, it's silent and the background is carrot orange, while on *Nestor the Christmas Donkey*, the music is sped-up and the background is orange-yellow (though both of these could be from film deterioration). On the Xenon VHS release and 2014 Remastered WB DVD of the

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former, the music is intact and the background is brighter with a slight pink tinge.
- On *Leprechaun's Christmas Gold*, the logo is in a shade of green.
- On *The First Easter Rabbit*, the logo is far more deteriorated than the one on *The Hobbit*. This variant has a dark brown background, and the text and shapes are hardly legible.
- On certain airings of Rankin-Bass specials, the logo fades out after the animation is finished to make way for either the \\' "Distributed By" logo, or the WBT "75 Years" logo.

4th logo: On a black background, we see the logo and the "Rankin Bass" text from in the same way as the 1975 logo. The word "Animated" in a script like font flashes and appears. The words "Entertainment from" then appears. We then cut to a speed up Telepictures "Linecoaster".

5th logo: We see the classic Rankin-Bass logo, except made completely three-dimensional, with the text in royal blue, in the corporate font of then-current parent company Telepictures. A white line forms under the logo, and that line "springs" into a cursive "Animated Entertainment". Then, the "R-B" zooms up, and the shapes slide apart as they come closer to the screen, revealing a white "from". As the "O" overtakes the screen, we see the animation of the Telepictures or Lorimar-Telepictures animation, which eventually fills the entire screen.

Variant

A shortened version exists that ends after the company name forming. This was due to the 1984 WBTD logo plastering the Telepictures logo. This was spotted on a post-1989 Russian print of the *ThunderCats* season 1 episode "Return to Thundera".

6th logo: Same as last logo, but except the RB logo and "Rankin Bass" flips quite a few times in the start.

Music/Sounds

1st logo: Same as the 1966 Videocraft International logo. Sometimes, it is silent, recent prints of *Frosty the Snowman* have it either with the film's closing theme or none, original prints and FHE releases have the music.

Music/Sounds Variant

There is a variant in which the bongos come in early.

2nd logo: Same as Motown Productions logo.

3rd logo: Same as the 1966 Videocraft International logo, but in a slightly lower tone. For the later years, it was re-arranged (which can be heard at the very right)

Music/Sound Variants

- On the 1983 TV special *The Coneheads*, the jingle was mixed with the drum roll and end chime of the Telepictures logo that followed.
- On the WB DVD release of *The First Easter Rabbit*, the film deteriorated variant uses the fanfare from the 1986 Lorimar-Telepictures logo! This is likely another case of the sloppy reverse plaster syndrome.

4th logo: A jazzy drum break is heard, followed by an abridged version of Cheetara's leitmotif (a triumphant horn fanfare, with a funk flare to it). When the Telepictures logo appears, we hear an abridged version of the drum roll and a ding from the said logo.

Music/Sounds Variant

On one print of S4EP5 of *ThunderCats,* this had the music from the next logo with the Lorimar-Telepictures "Crashing Comets" logo in a high pitch (likely due to NTSC to PAL conversion).

5th logo: We see the classic Rankin-Bass logo, except made completely three-dimensional, with the text in royal blue, in the corporate font of then-current parent company Telepictures. A white line forms under the logo, and that line "springs" into a cursive "Animated Entertainment". Then, the "R-B" zooms up, and the shapes slide apart as they come closer to the screen, revealing a white "from". As the "O" overtakes the screen, we see the animation of the Telepictures or Lorimar-Telepictures animation, which eventually fills the entire screen.

Variant

A shortened version exists that ends after the company name forming. This was due to the 1984 WBTD logo plastering the Telepictures logo. This was spotted on a post-1989 Russian print of the *ThunderCats* season 1 episode "Return to Thundera".

6th logo: Just the end title theme playing over the logo.

Scare Factor

1st logo: Low to medium. The music might still get to some viewers, though this is a favorite of many.

2nd logo: Medium. The dark background and music, plus the sudden transition into the Motown Productions logo may turn some people off.

3rd logo: Low to medium for both the original and later variants. The dramatic cheesy special effects added to the dramatic music may scare some. Raised to medium for the film deteriorated variant with the Lorimar-Telepictures jingle.

4th logo: Minimal. The theme may get to some, but it will grow on you.

5th logo: None. The logo is clean.

6th logo: None.

Videos

Gallery

Rankin Bass Production Logo (1969)

Categories

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5 comments

Annieng2006 • 7/26/2021

Is a **ranght**

Write a reply

Rafal1926frompoland • 9/14/2014

What's so funny about the 82 IP? eh...

(Edited by FANDOMbot)

Write a reply

A Fandom user • 2/16/2014

I LOVE rankin bass song

(Edited by FANDOMbot)

Write a reply

A Fandom user • 11/29/2013

rankin bass is a logo.

(Edited by FANDOMbot)

> TheTrickster55 • 12/26/2013
>
> Duh!
>
> *(Edited by FANDOMbot)*

Write a reply

A Fandom user • 8/28/2013

pretty creepy, but i wish it would come back with that scary logo, oh yeah, both arthur and jules are very old but still alive (no joke).

(Edited by FANDOMbot)

Write a reply

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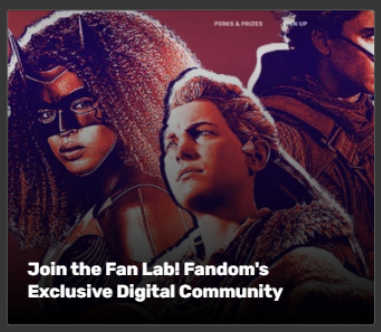
2. Viacom Productions (ViacomCBS)
3. Walt Disney Television Animation



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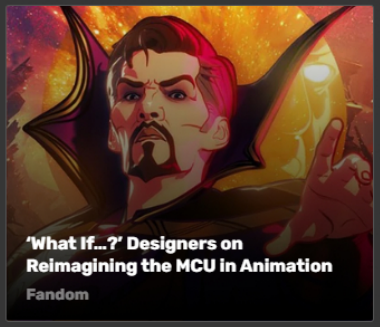

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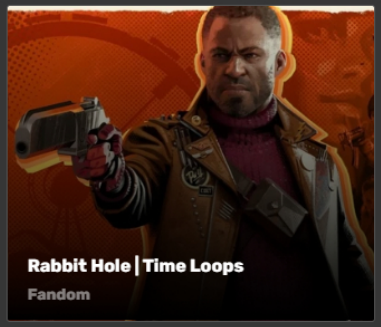

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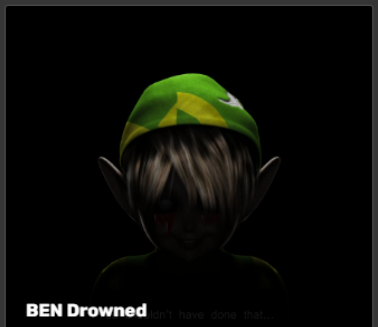

BEN Drowned
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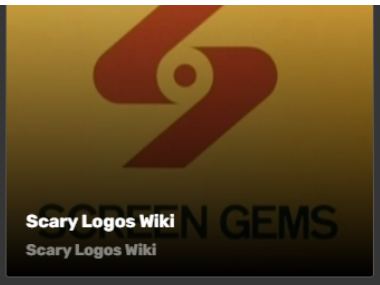

Scary Logos Wiki
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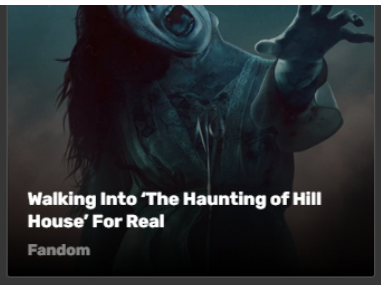

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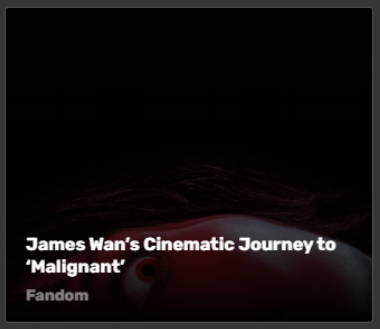

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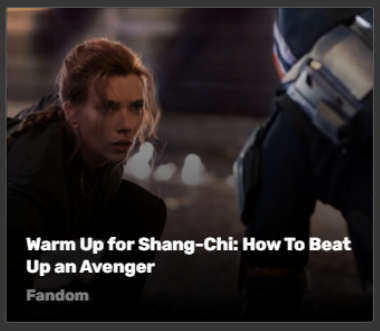

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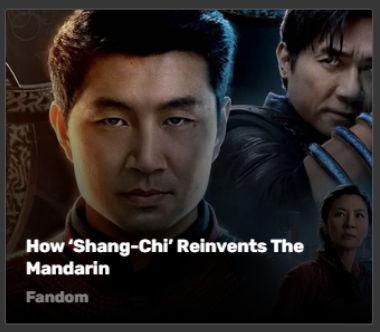

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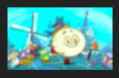

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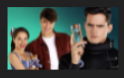

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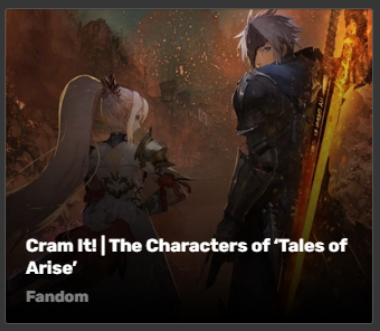

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